

Information Memorandum - Summary

MANAGEMENT

CEO: Jason Hayward-Jones

CTO: Julian Gairdner

R&D: Jenny Hayward-Jones

INDUSTRY

Food & Agriculture

AgriTech

Real Asset Impact Investment

FINANCE SOUGHT

£300,000

SEIS & EIS UK Gov. Eligible

USE OF FUNDS

Algorithm and Platform
Development – Apr to Nov 2019

Marketing and Launch – Nov 2019

BUSSINESS MODEL

5,000 subscriptions £600 per month

REVENUE

£ 3 million over 24 months

Premise

Problem

Chemical dependent food production. Too much carbon dioxide in the atmosphere. Global warming and climate change. Capacity to produce high quality, nutrient rich food is devastated. Growing populations and increased food needs. Farms are degenerated and not fit for purpose.

Solution

Put carbon back in soil. Improve soil health and fertility. Apply “Regenerative Agriculture” methodologies at scale and profitably. Redesigning farms – a big challenge: Time, Cost, Complexity.

Regenerative Agriculture – “RegenAg”

Increases biodiversity, enriches soils, improves watersheds, enhances ecosystem services, captures carbon in soil and aboveground biomass, to increase yields, resilience to climate change, and increase profitability and vitality for farming communities.

RegenFARM Platform

Supports farmers to transition and grow profitable regenerative farms by integrating and analysing big data and GIS mapping for individual farms using algorithms and machine learning. Applies RegenAg design principles to farm enterprises to:

(1) simulate different whole farm designs (2) access decision-making tool for optimal farm design (3) obtain transition plans (4) improve to productivity and profitability (5) increase resilience to climate change

Value Proposition

RegenFARM is for farmers who want a new ‘OPERATING SYSTEM’

Pain Relievers

Saves time & money, prevents risk conversion, change management and succession planning tool, zero cost conversion to RegenAg.

Gains Creators

Simulates and visualises redesigned farms (digital twin), automatically generates reports, benchmarking tool, syncs with existing FMS.

Products and Services

App for mobile devices, web-based farm design tool, platform services for RegenAg production and marketing, operating partner services for family offices investors.





Market

Food & Agriculture: \$5 trillion globally and growing with population increase.

Next Generation Farmers: 570 million globally; smallholders and commercial farmers.

Organic Farming: 5% growth per year globally; RegenAg is 'beyond organic'.

Non-chemical farming USA: 58 million ha, 3 million farmers, \$90 billion.

RegenAg Potential:

2.2 billion ha degraded low carbon farmland, under-utilised and under-performing.

AgriTech:

25% small next generation farmers spend £900/year on agritech; they're tech savvy!

UK agritech 2017: £14.3 billion & 500,000 jobs; upward trend for next 20 years.

Sales Channels – UK & EU

Farmers:

Approx. 12.2 million in EU, farming 176 million ha.

Offering - resilience, production optimisation, risk management and transition tool.

Consultants, Trainers & Professional Services:

5 to '000's of clients each.

Offering - USP, management efficiency, grow and retain RegenAg client base.

Governments:

Alignment with UK Countryside Stewardship scheme.

Offering - environmental payments measurement and verification.

Institutional and Sophisticated Investors:

Pension Funds, Private Equity Funds, Family Offices.

Offering – increased farm portfolio performance, prudential obligation, fiduciary duty, regulatory compliance.

Business Model – App & Web

Free App; using Met Office UKCP18 data, vulnerability/preparedness score for farmers.

Subscription fee for web-based farm design tool: £50/month (£600/year).

B2B marketing: leverage existing user base, 'competitors' are route to market: e.g.

Consultants: Knight Frank 2,000 clients in UK.

Trimble software: 150 countries multiple sectors.

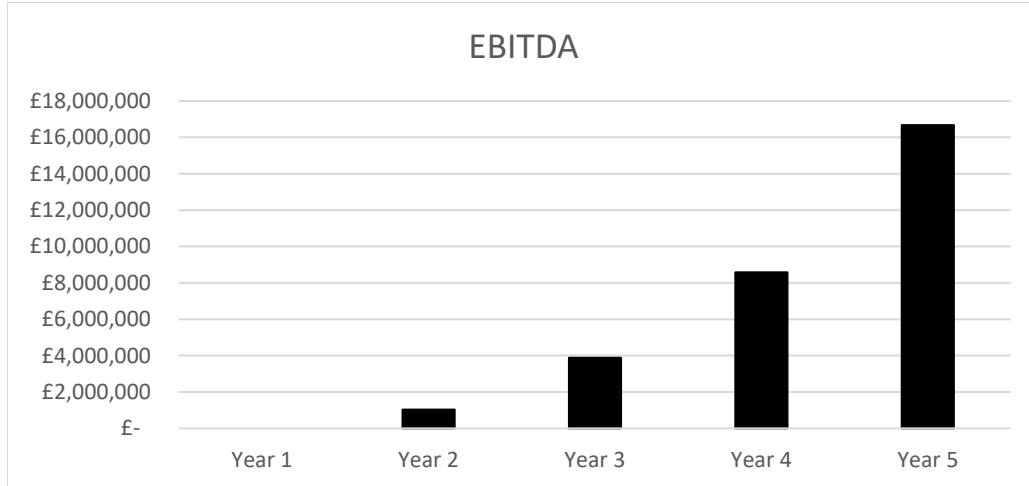
Plantix app: 500,000 users globally.

Addressable initial market: 185,000 (organic farmers in EU), considered receptive.

Convertible initial market: 3% or 5,550 users over 24 months after MVP release.

Projected Revenue EBITDA: approx. £ 3 million.

Financial Projections



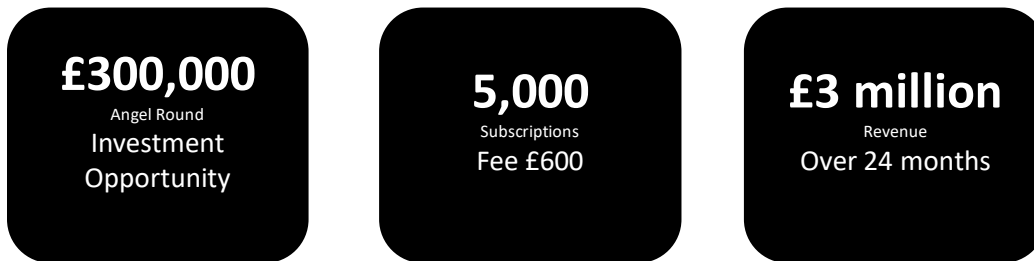
“RegenAg - Before and After. It works!”



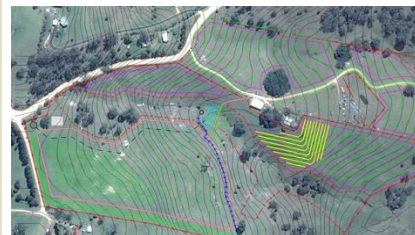
Investment & Deal Structure

Seeking 12 months equity financing to co-fund Innovate UK grant (£700,000), bringing MVP to market in year 1, conservatively reaching 5,000 subscriptions in year 3.

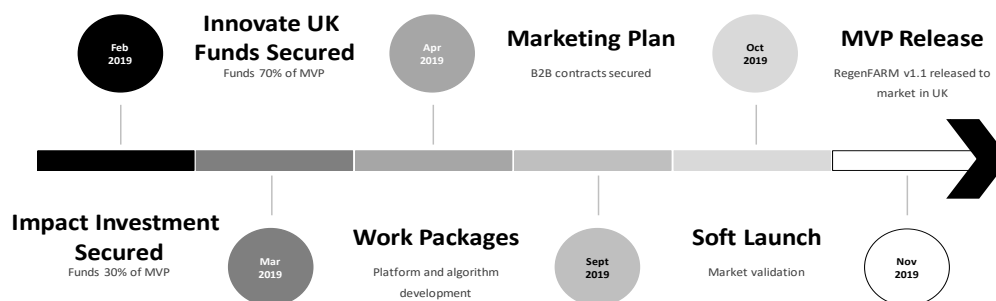
Seeking Impact Investors in UK and USA, aligned to agritech and farmland sectors.



“Farms are on the ‘frontline’ of climate change, they need to be resilient.”




Use of Funds



“RegenFARM will change the way food is produced.”

RegenFARM Ltd
Exeter Science Park Centre
6 Babbage Way
Exeter
Devon EX5 2FN
England

Phone: 01392 241366
Mobile: 07756 367978
Email: info@regenfarm.com
Web: www.regenfarm.com

 @regenfarmers

 Jason Hayward-Jones

BANK
Barclays Bank PLC

ACCOUNTANT
PKF Francis Clark

RegenFARM
platform

...Regenerating Farming

Team

- CEO – Jason Hayward-Jones, BSc (Hons) Agric., MSc Agron., FRGS, MBIAC
Farming and business expertise globally
- CTO – Julian Gairdner (interim), BSc. Business. Management.
Agritech and FMS product development
- R&D – Jenny Hayward-Jones, BA Politics, MA Foreign Affairs and Trade
Government regulatory and policy development
- Advisors – Setsquared & Innovate2Succeed technical and business mentors

B2B Partners – ‘Go-To-Market’ Plan

- Rothamsted Research, CIEL, Agrimetrics, UK and Overseas
- PKF Francis Clark, UK and Overseas
- Barclays Bank PLC, United Kingdom
- Knight Frank UK and Overseas
- AgTalent, Perth, Australia and Overseas
- Agribusiness Resources, Pretoria, South Africa and Sub-Saharan Africa
- Regrarians, Global

Development Partners

